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ABSTRACT

In some communities, commercial activity by the local university is perceived as a threat to the reciprocity of the "town-gown" exchange relationship. This study was designed to provide an information base from which negotiations in this area could proceed. Students (N=200) and faculty/staff (N=100) at the University of Maryland, College Park, were surveyed about their use of university (student union) and community-based commerical operations, with 108 students and 59 faculty/staff responding. It was found that respondents used services in the Stamp Student Union and the local community of College Park with similar frequency, although the student union was used more often than local business establishments for its restaurants and convenience store, restroom facilities, and the tenant University Book Center. Discussion focuses on the ways in which these research findings were used to promote better "town-gown" relations, and recommendations based on the findings are offered. Tables are appended. Fifteen tables are provided. (TE)

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Office of Vice President for Student Affairs

UNIVERSITY OF MARYLAND

College Park, Maryland

LIVING TOGETHER IN COMMERCIAL HARMONY: RESEARCH AS A CATALYST FOR COOPERATIVE "TOWN-GOWN" RELATIONS

Victoria J. Balenger, Marsha A. Guenzler, and William E. Sedlacek,

Research Report # 17-89

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SUMMARY

In some communities, commercial activity by the local university is perceived as a threat to the reciprocity of the "town-gown" exchange relationship. The purpose of this study was to provide an information base from which negotiations in this area could proceed.

Students and faculty/staff were surveyed about their use of university (student union) and community-based commercial operations. It was found that respondents used services in the Stamp Student Union and the local community of College Park with similar frequency. The student union was used more often than local business establishments for its restaurants and convenience store, restroom facilities, and the tenant University Book Center.

When asked to indicate why the might not use services in the Stamp Student Union or College Park, respondents most often said that they tended to get their service needs met closer to where they lived. Respondents were also hampered by parking problems on campus and downtown.

The authors discuss the ways in which these research findings were used to promote better "town-gown" relations, and offer recommendations based on the findings.

As higher education institutions and their surrounding communities become increasingly interdependent, there is greater potential for sensitive town-gown issues to arise. Whereas in the past, the community and the university were separate enterprises, current trends indicate that the relationship between "town and gown" is more appropriately defined by the term "exchange". The "purposeful separation of the worlds of formal learning and ordinary living" (Caffrey & Isaacs, 1971, p. ix) is becoming less apparent as universities trade the benefits of the institution for necessary services provided by the community.

Thus, the relationship between a university and its local community can be conceptualized in the framework of exchange theory (Blau, 1986; Gouldner, 1980; Homans, 1958). Such an exchange relationship may be reciprocal and positive for both parties, or it may appear uneven and exploitive of either the university or the community. Because the elements of exchange in the relationship are not uniform - the university gets different things from the community than the community gets from the university - it can be difficult to determine how even an exchange is actually taking place.

In some communities, commercial activity by the local university is perceived as a threat to the reciprocity of the exchange relationship. Caffrey and Isaacs noted that the services provided by the institution for students, faculty, staff, visitors, and community members "...are competitive with market or government-supplied services and are part of the true economic relationship that exists between the college and the community" (p. 7).

Traditionally, universities generate revenue on a small scale through vending machines, bookstores and retail units in the student union. But there is more.... Sources of revenue currently range from catering services to royalties for use of the university's logo, production of goods for mass consumption to university-operated travel agencies, hotels, and airports (Fuchsberg, 1988).

Local merchants may object to such competition, sometimes to the point of bringing a law suit against the offending university. Further, lobbyists for small-business organizations are pressing for more state legislation to restrict campus-run businesses (Jaschik, 1988). A major complaint is that the university's tax-exempt status gives it an unfair advantage in setting prices. However, even if university-run operations refrain from price competition, their convenient on-campus locations may attract students at the expense of businesses in the community. The "bottom line" may be a reduced bottom line for the local merchants.

Universities pursue revenue-generating activities for several reasons outlined by Fuchsberg (1988). First, commercial ventures are often an integral part of an institution's educational and research functions. Second, universities feel an obligation to make certain goods and services available to students who may have difficulty transporting themselves off campus. A third purpose of such commercial operations is to fund non-revenue-generating functions, with the goal of keeping student fees at a minimum. Finally, universities sometimes provide goods and service which are

not otherwise available in the community (e.g., engineering/ technical supplies for students pursuing studies in this area).

When campus departments such as student unions make decisions about which commercial activities to pursue, they obviously must consider the needs and preferences of students, faculty, and staff. What has also become apparent is that the interests of the university must be balanced against those of the surrounding community. Duplication of services can foster the perception that universities, and in this case the student union, are competing with local merchants. The misunderstanding is compounded when community business leaders are unaware of the criteria used to make decisions about the university's commercial activities.

As the "town" and the "gown" sometimes have conflicting goals, it is important that the issue be approached in a thoughtful manner. Communication offers the central means to resolution, however empirical research can establish some relative truths upon which to build. Toward this end, an investigation of student, faculty, and staff service preferences at University of Maryland, College Park was conducted. The study specifically addressed service offerings in the Stamp Student Union and in the downtown business district of College Park. Of special interest was the question of why campus community members would choose to get their service needs met in one location or the other. An objective knowledge base in this area can raise "town-gown" negotiations above the political plane, to a level of understanding which promotes the interests of both the university and the local community.

Methodology

An anonymous survey (see Appendix) was mailed to a random sample of 200 full-time students and 100 full-time faculty and staff. Following the survey were reminder post cards and phone calls. Free tickets to the Hoff movie theatre in the Stamp Student Union were offered as an incentive to respond. A response rate of 54% for students and 59% for faculty/staff was obtained.

Descriptive statistics were used to analyze the data. To aid interpretation of results, some post hoc comparisons were made.

Results

Sample Characteristics

The average student respondent was female (58%), White (71%), and a senior (38%) at the university. Nearly 70% of student respondents were commuters, and of those, almost 80% reported that they lived outside of College Park.

The average faculty/staff respondent was male (79%), White (84%), and a faculty member (61%). Over 80% of faculty and staff reported that they commuted to the university from a place other than College Park.

See Table 1 for overall sample characteristics.

Spending Patterns

More than half of all respondents indicated that they spent between fifteen and forty-five dollars per week on dining out, goods and services, and personal recreation. See Table 2 for student and faculty/staff spending patterns.

Walking Patterns on Campus

Over 80% of the students indicated that they passed within 100 yards of the Stamp Student Union in their normal walking pattern on campus. Less than half (47%) of the faculty/staff said that they tended to walk by the student union. While 30% of the students said that they walked within 100 yards of local business district, less than 20% of the faculty/staff said that they passed near downtown College Park. See Table 3 for student and faculty/staff walking patterns on campus.

Use of the Stamp Student Union

Consistent with previous research (Sergent, Sedlacek, & Mallinckrodt, 1987; Webster & Sedlacek, 1982), students most frequently reported using the student union for the following purposes: making purchases at the University Book Center; using restroom facilities; meeting with friends; shopping in the union's convenience store; and eating at the union's (contracted) fast food restaurant. Between 86% and 98% of the student sample reported having engaged in these activities while visiting the student union, with average frequencies of several times a month. The exception to this was the University Book Center, which was used an average of a few times a semester.

In comparison with students, lower percentages of faculty/staff made use of services in the student union. Between 62% and 82% of the faculty/staff sample reported using the union for the following purposes: making purchases at the University Book Center; eating at

the (Roy Rogers) fast food restaurant, the (What's Your Beef) sit-down restaurant, or the Food Co-op; and using the restroom facilities. Overall, faculty/staff use of the union was also less frequent than student use.

See Table 4 for most frequent uses of the Stamp Student Union by students, and Table 5 for most frequent uses by faculty/staff.

Non-Use of the Stamp Student Union

When asked to select reasons why they might not use Stamp Student Union services, respondents most often said that they tended to get their service needs met closer to where they lived. High percentages of students also said that the union was too expensive and that they were hampered by parking problems on campus. See Table 6 for the most often cited reasons why students and faculty/staff might not choose to use services in the Stamp Student Union.

When respondents were asked to specify the reasons why they might not choose to eat in the student union, they most often said that it was too crowded. The second most common choice for students was that the union was too expensive, while faculty/staff often said that they brought a "brown bag" meal to school with them. See Table 7 for most often cited reasons why students and faculty/staff might not choose to eat in the Stamp Student Union.

Requests for New Stamp Student Union Services

Students and faculty/staff displayed the most interest in a full-service postal facility and more dining options. Students also indicated that they would like the student union to have a quick

copy service. See Table 8 for student preferences for various new Stamp Student Union services, and Table 9 for faculty/staff preferences.

General Perceptions of the Stamp Student Union

When respondents were asked about their general perceptions of the student union, 85% of the students and 70% of the faculty/staff indicated that the location was convenient. Seventy percent of students also said the student union was a good meeting place. However, at least 70% of all respondents said the student union was too crowded and that it needed more open space, and nearly 65% of faculty/staff said that it was too noisy. See Table 10 for student and faculty/staff perceptions of the Stamp Student Union.

Use of Services in College Park

Between 68% and 85% of students reported using the following services in College Park: the Maryland Book Exchange (parallels the University Book Center) or other local bookstores; fast food restaurants and pizza/sub shops; movie theatres; grocery and convenience stores; photocopying services; record and tape stores; drug stores; and clothing shops. On the average, these services were used by students a few times a semester.

The College Park services used by the largest percentages of faculty/staff were: bookstores; fast food restaurants; the post office; drug stores; banks; and beer and wine stores. Between 67% and 86% of the faculty/staff sample reported that they used these services an average of a few times a semester.

See Table 11 for the College Park services most frequently used

by students, and Table 12 for those most frequently used by faculty/staff.

Non-Use of Services in College Park

The most frequently cited reason that respondents might not use services in the community was that they tended to get their service needs met closer to where they lived. Students also said that the location was not convenient and that there were parking problems downtown. High percentages of faculty/staff said that parking was either inconvenient or unavailable and that they didn't drive through the downtown business district on their way to or from school. See Table 13 for most often cited reasons why students and faculty/staff might not choose to use the services in College Park.

When asked to specify the reasons why they might not choose to eat at the restaurants in the local community, students most often said that they were too expensive. Many faculty/staff said that they brought a "brown bag" meal to school. Respondents in general tended to cite three problems related to transportation and parking: parking was either inconvenient or unavailable; it was inconvenient to move their cars from campus lots; and campus traffic congestion made the trip downtown difficult. See Table 14 for most often cited reasons why students and faculty/staff might not choose to eat at the restaurants in College Park.

Requests for New College Park Services

Students and faculty/staff had similar ideas of what new services they would like to see offered in the local community. First, there appears to be a demand for a greater variety of eating

establishments, including formal restaurants, ethnic and vegetarian, soup and sandwich shops, and all-night fast food. Other requests included a large supermarket, a department store, clothing stores and boutiques, unique ethnic and international shops, and a greater variety of bars and night spots. Because the survey item inviting requests for new College Park services was open-ended, such a great range of responses was obtained that the information could not be meaningfully presented in a data table.

General Perceptions of College Park

Students and faculty/staff had similar perceptions of College Park, although the latter group tended to be more negative. Between 45% and 65% of all respondents said that College Park needed more open space, that it was not attractive, and that it was too crowded. On the positive side, 40% to 50% of all respondents said that College Park was conveniently located. See Table 15 for student and faculty/staff perceptions of College Park.

Discussion

It appears that the Stamp Student Union is most frequently used by students and faculty/staff for the following purposes:

* As a convenient place on campus to meet with friends, have lunch or a snack, and use the restroom facilities.
* As a place to purchase books and school supplies in the University Book Center (which is housed in the union). Eighty percent of students and 65% of faculty/staff indicated that they used the campus bookstore more often than the Maryland Book Exchange in College Park, with the most common reason being that the former was more conveniently located.

As noted by previous researchers (Mallinckrodt & Sedlacek, 1987; Sergent, Sedlacek, & Mallinckrodt, 1987; Webster & Sedlacek, 1982),

the student union's function as a meeting place for students can be seen as an important source of social integration that may make the difference between retention and attrition.

With the exception of dining facilities, the convenience store, and the campus bookstore, use of student union services by campus community members appears to be matched by their use of comparable services in the local community. For example, 75% of students indicated that they had used the movie theatre in the union, while 80% of students had used local movie theatres. The local theatres were used with slightly greater frequency.

Recognizing that the student union should provide conveniences to students, faculty, and staff who may not have time during the day to leave campus, we can identify some factors that discourage use of services in College Park. First, a major issue seems to be that respondents tend to get their service needs met closer to where they live. While it also appears that student union services are not used for this reason, an especially high percentage of faculty/staff cited this in reference to services in the local community. Post hoc groupings of the data suggested that place of residence also influences service use by students. Commuting students who lived in College Park seemed to get more of their service needs met there than students who lived elsewhere. To establish the degree to which there is a relationship between service usage and place of residence, however, more research would have to be conducted.

A second major impediment to use of services in College Park seems to be difficulty of access by car. Between 35% and 50% of the

entire sample cited each of the following reasons for not eating in the local community or using its services: parking was either inconvenient or unavailable; there were general parking problems downtown; parking costs money; campus traffic congestion made the trip downtown difficult; it was inconvenient to move their cars from campus lots; and they didn't drive through the downtown business district on their the way to or from school. It appears that the problem of accessing the downtown area by car is more salient for faculty/staff than for students, because higher percentages of the former group had these complaints.

Conclusions and Recommendations

One limitation on these research findings should be noted. Because of the timing of the study (end of the fall semester) and the length of the questionnaire, a rather low response rate was obtained. Results should therefore be interpreted cautiously.

Despite the response rate, this study is useful both in content and application. As one university's response to a conflict with the local community, it represented an attempt to use research as a vehicle for facilitating "town-gown" communication. For example, representatives from the university and the local business community discussed the research findings in a presentation at the Maryland Student Affairs Conference (1989, February). In addition, the university business relations committee may use the findings in making future decisions about Stamp Student Union services and College Park business offerings. In direct response to the

research findings, the College Park Municipal Board produced and distributed on campus a pamphlet advertising local small businesses and highlighting public parking areas.

The following conclusions and recommendations are offered:

* The University Book Center and the Maryland Book exchange receive significant use by students and faculty/staff. While one retail establishment is on campus and the other is community-based, both support the educational mission of the university.

* The student union offers certain conveniences to students and faculty/staff that are best provided by a conveniently-located campus department. While some of these conveniences, such as eating establishments, are revenue-generating, others such as restroom facilities are not.

* Consistent with previous research (Sergent, Sedlacek, & Mallinckrodt, 1987; Webster & Sedlacek, 1982), a high percentage of the student respondents reported meeting with friends in the student union. This finding highlights the role of the student union as a source of social integration on campus.

* It appears that students are attracted to the union because it affords them the opportunity to interact with other students. To the extent that local businesses can give students this same opportunity, students may patronize them more frequently and in greater numbers.

* Some services in the community are used as much or more than comparable services in the union, for example, fast food, pizza/sub shops, movie theatres, photocopying services, and banks. Furthermore, the community offers a number of services that are not available on campus, including beer/wine stores, grocery stores, hair salons, and home video rentals.

* It should be recognized that campus commercial operations are but one source of competition to local merchants. Other, perhaps more significant, sources include shopping malls and retail operations in the communities where students and faculty/staff actually live.

* Transportation and parking are problematic for students and faculty/staff who want to shop or eat downtown. Possible solutions include delivery services, shuttle bus services, improved parking conditions, and increased marketing efforts.

The student union is distinguished by its ability to promote social integration and identification with the university, which has been shown to be related to retention and student development (Mallinckrodt & Sedlacek, 1987; Sergent, Sedlacek, & Mallinckrodt, 1987; Webster & Sedlacek, 1982.) However, the local community also has many resources to offer students, faculty, and staff. The University of Maryland, College Park is a more attractive educational institution because of its suburban location; likewise, College Park is enriched by the presence of the university. This mutually beneficial arrangement can be exploited to everyone's advantage if the "town" and the "gown" have a good working relationship.

Because the university and the local community have at times an uneasy alliance with different goals, it is especially important that negotiations be based on objective data. Miscommunication from lack of information can further complicate an already tenuous situation. And worse, a void left by inaccurate or incomplete information is too easily filled by solutions based on politics and power. Empirical research - a fact-finding mission into the issue at hand - offers an alternative in its ability to gather information in a systematic and controlled fashion. Beyond this, the research project itself can help set the tone for fair, rational "town-gown" communication and decision-making. Generally, research can facilitate a collaborative and cooperative relationship that best promotes the interests of <u>both</u> College Park communities under consideration.

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Appendix

Stamp Student Union and College Park Services Survey

THE UNIVERSITY OF MARYLAND

COLLEGE PARK CAMPUS
Division of Student Affairs

Adele H. Stamp Student Union

November 16, 1988

Dear Participant:

We are contacting you as part of a survey concerning student, faculty, and staff perceptions of the Stamp Student Union and the City of College Park. You have been randomly chosen to participate. The information you provide will help us develop future plans which better respond to the needs of our patrons. Your responses will be anonymous and confidential. Results will be summarized in group form only.

This survey will take a few minutes of your time. In order to thank you for participating, we will send you TWO COMPLIMENTARY HOFF THEATRE TICKETS upon our receipt of your completed survey. Just complete the enclosed survey as soon as possible and place it in the stamped, addressed envelope provided. At the same time you mail your completed survey, send us the enclosed postcard. This will let us know that you have responded, so we can mail you your free gift.

We look forward to your cooperation and thank you in advance for your help. Good luck with the rest of the semester!

Sincerely,

James M. Osteen
Director

JMO/lmh

Adele H. Stamp Student Union
University of Maryland
College Park, Maryland 20742 (301) 454-2801

STAMP STUDENT UNION AND COLLEGE PARK SERVICES SURVEY

SECTION I.

1. Sex: __ Male ___ Female

2. Race/ethnic origin:

___ Black (African-American)
___ White (not of Hispanic origin)
___ Asian (Asian-American, Pacific Islander)
___ Hispanic (Latino, Chicano)
___ International student
___ Native American or Eskimo

3. Campus status:

___ Freshman
___ Sophomore
___ Junior
___ Senior
___ Graduate student
___ Faculty
___ Staff
___ Other

4. Resident status (circle one): Campus Resident Commuter

5. Campus residents, please specify the residence community of which you are a member:

___ Cambridge
___ Ellicott
___ South Hill
___ Denton
___ North Hill
___ Greek Housing

6. Commuting students, faculty, and staff, please specify:

___ I am a resident of College Park.
___ I am a resident of a different surrounding community.

7. Do you pass within 100 yars (length of a football field) of the Stamp Student Union in your normal walking pattern on campus?

___ Yes
___ No

8. Do you pass within 100 yards (length of a football field) of downtown College Park in your normal walking pattern on campus?

___ Yes
___ No

9. On an average, how much do you spend per week on dining out, goods and services for personal use, and personal recreation?

___ Less than $15
___ Between $15 and $30
___ Between $30 and $45
___ Between $45 and $60
___ Between $60 and $75
___ Between $75 and $100
___ Between $100 and $125
___ Over $150

SECTION II.

DIRECTIONS: Which response best describes your use of the facilities and services at the Stamp Student Union? Place your answer on the blank next to each item listed below.

1. Almost daily
2. Almost weekly
3. Several times a month
4. Few times a semester
5. Once a year
6. Never
7. Unaware of the service

A. Recreation and Leisure Time Activities

___ Bowling
___ Art Center courses
___ Video Quarters
___ Meeting with friends
___ Hoff Theatre
___ Parents Assn. Gallery
___ SUPC programs
___ Visiting a student organization's office
___ Mini-courses (excluding art)
___ Billiards
___ Piano room
___ All-Niter
___ Art Center independent projects
___ Attending a group meeting
___ Meeting informally with faculty, staff, or students

B. Reservations and Tickets

___ Campus reservations
___ Stamp Union reservations
___ Ticket Office

C. Facilities

___ Meeting rooms
___ Ballrooms
___ Restrooms
___ Lounges

D. Personal Services

___ Photocopying
___ Union Shop
___ Record Coop
___ Bank
___ Union flower cart
___ Information Center
___ STAR Center
___ AIM Computerized Info. Center
___ Pay phones or campus phones
___ Self-serve postal facility
___ Typewriter usage (SGA)
___ Organizational mail boxes
___ General Information Desk use

E. Food Services

___ What's Your Beef
___ Food Co-op
___ Roy Rogers
___ Macke vending machines
___ The Eateries
___ Catering service

Across from the bank:
___ The Pizza Shop
___ The Maryland Deli
___ This N That
___ The Bakery
___ Dory's Sweet Shop (ice cream)

F. University Book Center (Bookstore)

___ Textbooks
___ Groceries
___ Art supplies
___ General school supplies
___ Reference books
___ U.MD imprinted clothing
___ Leisure books
___ Candy/snacks/beverages
___ Photo supplies/developing
___ Engineering/Tech. supplies
___ Greeting cards
___ Computer manuals, software, or supplies

10. For what reasons would you not eat at the Stamp Student Union? Place a check mark next to as many as apply.

___ On meal plan elsewhere
___ Use Macke vending machines
___ Too expensive
___ Hours inconvenient
___ General atmosphere
___ Poor quality food
___ Union is too crowded
___ Bring "brown bag" meal
___ Location not convenient
___ Limited meal variety
___ Poor service
___ Tend to skip meals
___ Prefer to eat off-campus
___ My friends eat elsewhere

11. For what reason would you not use Stamp Student Union services or facilities (including stores and excluding restaurants)? Place a check mark next to as many as apply.

___ Location not convenient
___ Too expensive
___ Hours inconvenient
___ General atmosphere
___ Poor service
___ Stores too crowded
___ Tend to use College Park
___ Limited variety of services
___ Limited selection of stores
___ Limited selection of products
___ Parking problems on campus
___ Tend to get service needs met closer to where I live

12. Are you affiliated with an organization that has an office in the Stamp Student Union?

___ Yes
___ No

SECTION III.
DIRECTIONS: Which response best describes how often you would use the following facilities and services if they were offered by the Stamp Student Union? Place your answer on the blank next to each item listed below.

1. Almost daily
2. Almost weekly
3. Several times a month
4. Few times a semester
5. Once a year
6. Never

A. Recreation and Leisure Time Activities

___ Dart boards
___ TV room
___ Home video rentals
___ Ping pong
___ Music listening room
___ VCR/video rental
___ Board games (i.e., chess)
___ 24-hour study room
___ VCR/video viewing room
___ Non-alcoholic pub
___ Reading room (with magazine and newspaper loans)

B. Personal Services

___ Dry cleaners
___ Travel agency
___ Fully staffed post office
___ Hair cutting/styling
___ Quick copy service

C. Dining Services

___ Dinner theatre
___ Frozen yogurt stand
___ Cookie stand
___ Formal restaurant
___ Sushi bar
___ Open-air restaurant
___ Tea & Dessert Room/Coffee Shop
___ Chinese restaurant or carryout
___ Hot sandwich buffet
___ Telephone order delivery service
___ Barbecue chicken & rib house
___ Mexican restaurant or carryout
___ Speciality Food Gift Service

13. In the spaces below, please list up to three choices (not listed above) of new Stamp Student Union services that you would use. Beside each choice, place the number which best describes how frequently you would use it.

1. Almost daily
2. Almost weekly
3. Several times a month
4. Few times a semester
5. Once a year

	(Choice)	(Frequency)
a.	_____	___
b.	_____	___
c.	_____	___

SECTION IV.
DIRECTIONS: Which response best describes your use of off-campus, College Park facilities and services? Place your answer on the blank next to each item listed below.

1. Almost daily
2. Almost weekly
3. Several times a month
4. Few times a semester
5. Once a year
6. Never
7. Unaware of the service

A. Recreation and Leisure Time Activities

___ Movie theatres
___ Bowling
___ Pinball/video games
___ Recreation Centers
___ Hot tubs
___ Outdoor equipment rentals
___ Ice rink
___ Bars/pubs
___ Fitness clubs
___ Dance studio

B. Personal Services

___ Photocopying
___ Opticians
___ Post office
___ Travel agency
___ Outdoor equipment rentals
___ Tailoring/shoe repair
___ Film developing
___ Attorneys
___ Nail salons
___ Hotels
___ Laundromat
___ Bank
___ Hair cutting/styling
___ Dry cleaner
___ Home video rentals
___ Jewelry repair
___ Camera repair
___ Medical/dental services
___ Tanning salons
___ Auto maintenance & repair
___ Furniture/carpet rental
___ Municipal library

C. Shops

___ Florist
___ Clothing
___ Beer/wine
___ Novelty shops
___ Book stores
___ Jewelry
___ Gourmet foods
___ Stero/electronics
___ Art supplies
___ Drug stores
___ Yarn & crafts
___ Bicycle shop
___ Convenience stores
___ Grocery stores
___ Cosmetic outlets
___ Health food
___ Computer supplies
___ Cameras & supplies
___ Gift boutiques
___ Records and tapes
___ Sports & athletics shops
___ Stationary/card/paper shops
___ Formal wear (bridal/tuxedo)

D. Restaurants and Snack Shops

___ Fast food
___ Bakeries
___ Ice cream shops
___ Mexican
___ Pizza/subs (eat-in)
___ Health food
___ Seafood restaurants
___ Steak houses
___ Chicken/ribs
___ Chinese
___ Bagelries
___ Pizza/subs (delivery)
___ Other ethnic
___ Delicatessens

E. Maryland Book Exchange

___ Textbooks
___ U.MD imprinted clothing
___ Art supplies
___ General school supplies
___ Reference books
___ Greeting cards
___ Leisure books
___ Candy/snacks
___ Photo supplies/developing
___ Engineering/Tech. supplies
___ Computer manuals, software, or supplies

15. For what reason would you not eat at the restaurants off campus in College Park? Place a check mark next to as many as apply.

___ On a campus meal plan
___ Use Macke vending machines
___ Too expensive
___ Hours inconvenient
___ General atmosphere
___ Poor quality food
___ Restaurants too crowded
___ Other students I know don't eat downtown
___ Inconvenient to move car from campus lot
___ Parking costs money
___ Bring "brown bag" meal
___ Location not convenient
___ Limited variety of restaurants
___ Poor service
___ Prefer to eat at the Union
___ Tend to skip meals
___ Prefer to meet friends to eat on campus
___ Campus traffic congestion makes trip downtown difficult
___ Parking is either inconvenient or unavailable

16. For what reasons would you not use off-campus, College Park services or facilities (including stores and excluding restaurants)? Place a check mark next to as many as apply.

___ Location not convenient
___ Too expensive
___ Hours inconvenient
___ General atmosphere
___ Poor service
___ Stores too crowded
___ Parking costs money
___ Inconvenient to move car from campus lot
___ Tend to get service needs closer to where I live
___ Tend to use Stamp Student Union
___ Limited variety of services
___ Limited selection of stores
___ Limited selection of products
___ Parking problems in College Park
___ Campus traffic congestion makes trip downtown difficult
___ Don't drive through College Park on my way to or from school
___ Parking is either inconvenient or unavailable

17. In the spaces below, please list up to three choices (not listed above) of new off-campus, College Park services that you would use. Beside each choice, place the number which describes how frequently you would use it.

1. Almost daily
2. Almost weekly
3. Several times a month
4. Few times a semester
5. Once a year

	(Choice)	(Frequency)
a.	_____	___
b.	_____	___
c.	_____	___

18. a) Please specify one:

___ I more often use the University Book Center (in the Union).
___ I more often use the Maryland Book Exchange (in College Park).

b) Indicate below the reasons for your choice (Place a check mark next to as many as apply):

___ Lower prices
___ Better service
___ Convenient location
___ General atmosphere
___ Quality of products
___ Selection of products
___ Parking more convenient
___ Generally meets my needs better

SECTION V.
DIRECTIONS: Which response best describes your reaction to each statement about the Stamp Student Union? Place your answer on the blank next to each item listed below.

1. Strongly agree
2. Agree
3. Neutral or don't know
4. Disagree
5. Strongly disagree

___ The Stamp Student Union is too noisy.
___ The Stamp Student Union is attractive.
___ The Stamp Student Union is too dark.
___ The Stamp Student Union has services for all my needs.
___ The Stamp Student Union is too crowded.
___ The Stamp Student Union is a good meeting place.
___ The Stamp Student Union needs more open space.
___ The Stamp Student Union is in a convenient location.
___ The Stamp Student Union is depressing.
___ The Stamp Student Union is a good place to spend my leisure time.
___ The Stamp Student Union is unresponsive to student needs.
___ The Stamp Student Union is exciting.
___ The Stamp Student Union is difficult to navigate (easy to get lost).
___ The Stamp Student Union provides a safe environment for person and property.

SECTION VI.
DIRECTIONS: Which response best describes your reaction to each statement about the city of College Park ? Place your answer on the blank next to each item listed below.

1. Strongly agree
2. Agree
3. Neutral or don't know
4. Disagree
5. Strongly disagree

___ College Park is difficult to navigate (easy to get lost).
___ College Park has services for all my needs.
___ College Park is too crowded.
___ College Park is a good meeting place.
___ College Park needs more open space.
___ College Park services are conveniently located.
___ College Park is depressing.
___ College Park is a good palce to spend my leisure time.
___ College Park is unresponsive to student needs.
___ College Park is exciting.
___ College Park is not attractive.
___ College Park provides a safe environment for person and property.

Data Tables

Table 1
Sample Characteristics

Characteristic	Percent* Students (N=93)	Percent* Faculty/Staff (N=57)
GENDER		
Male	42	79
Female	58	21
RACE		
Black	9	4
White	71	84
Asian	14	9
Hispanic	2	2
International Student	2	0
Native American or Eskimo	1	2
CAMPUS STATUS		
Freshman	13	--
Sophomore	16	--
Junior	20	--
Senior	38	--
Total Undergraduate	87	--
Graduate Student	13	--
Faculty	--	61
Staff	--	39
STUDENTS' RESIDENT STATUS		
Campus Resident	31	--
Commuter	69	--
PLACE OF RESIDENCE (student commuters and faculty/staff)		
College Park	20	16
A Different Surrounding Community	80	84

* Percentages may not add up to 100, due to rounding.

Table 2
Student and Faculty/Staff Spending Patterns

Amoung of Money Spent Per Week (dining out, goods/services, recreation)	Percent* Students (N=93)	Percent* Faculty/Staff (N=57)
Less than $15	20	7
Between $15 and $30	31	30
Between $30 and $45	20	19
Between $45 and $60	16	11
Between $60 and $75	8	11
Between $75 and $100	3	9
Between $100 and $125	11	1
Over $150	4	0

* Percentages may not add up to 100, due to rounding.

Table 3
Percentages of Students and Faculty/Staff Who Walk Within 100 Yards of the Stamp Student Union and Downtown College Park in Their Normal Walking Patterns on Campus

Sample	Percent* Walking by Student Union	Percent* Walking by College Park
Students (N=93)	83	30
Faculty/Staff (N=57)	47	18

* Percentages may not add up to 100, due to rounding.

Table 4
Use of the Stamp Student Union By Students (N=93)

Service or Activity	Percent Who Have Ever Used	Average Frequency*
Textbooks (Univ. Book Ctr.)	97	4.0
Restrooms	94	3.0
Meeting with friends	94	2.6
General school supplies (Univ. Book Ctr.)	93	4.2
Union Shop	91	3.5
Roy Rogers	86	3.8
The Eateries	80	3.9
The Record Coop	77	4.2
Lounges	76	3.9
Hoff Theatre	75	4.5
U.MD imprinted clothing (Univ. Book Ctr.)	74	4.8
Information Center	74	4.6
Meeting informally with faculty/staff/students	73	3.6
Greeting cards (Univ. Book Ctr.)	73	4.5
Ticket Office	59	5.0
The Pizza Shop	44	4.3
Bank	44	4.7
Visiting a student organization's office	43	5.0

* Frequency of use was rated: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 5
Use of the Stamp Student Union by Faculty/Staff (N=57)

Service or Activity	Percent Who Have Ever Used	Average Frequency*
General school supplies (Univ. Book Ctr.)	82	4.4
Roy Rogers	82	4.2
Greeting cards (Univ. Book Ctr.)	74	4.5
Restrooms	73	3.0
What's Your Beef restaurant	70	4.8
Leisure books (Univ. Book Ctr.)	66	5.1
Food Co-op	65	4.3
The Eateries	65	4.7
Reference books (Univ. Book Ctr.)	63	4.8
Textbooks (Univ. Book Ctr.)	63	4.8
Meeting informally with faculty/staff/students	62	4.7
Union Shop	62	4.2
Ballrooms	53	5.1
Hoff Theatre	51	5.3
Meeting rooms	51	5.6
The Record Coop	49	5.2
Attending a group meeting	47	5.1
Information Center	45	5.2
Meeting with friends	44	5.1

* Frequency of use was rated: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 6
Most Often Selected Reasons Why Students and Faculty/Staff Might Not Use Stamp Student Union Services or Facilities

Reason	Percent Citing Reason
STUDENTS (N=93)	
Tend to get service needs met closer to where I live	60
Too expensive	47
Parking problems on campus	46
Stores too crowded	33
FACULTY/STAFF (N=57)	
Tend to get service needs met closer to where I live	45
Location not convenient	30
Parking problems on campus	29

Table 7
Most Often Selected Reasons Why Students and Faculty/Staff Might Not Eat at the Stamp Student Union

Reason	Percent Citing Reason
STUDENTS (N=93)	
Union is too crowded	64
Too expensive	49
Poor quality food	36
Tend to skip meals	33
FACULTY/STAFF (N=57)	
Union is too crowded	64
Bring "brown bag" meal	43
Location not convenient	32

Table 8

Percentage of Students (N=93) Who Would Use New Stamp Student Union Services and Facilities, with Reported Average Frequencies of Use

New Service/Facility	Percent Indicating They Would Use New Service	Average Frequency*
Quick Copy Service	83	4.0
Chinese Restaurant or Carryout	82	3.8
Fully Staffed Post Office	78	3.9
Dinner Theatre	77	4.6
Open-Air Restaurant	76	4.3
Reading Room (magazine/newspaper loans)	76	3.8
Mexican Restaurant or Carryout	72	4.3
24-Hour Study Room	71	3.9
Home Video Rentals	70	4.2
Hot Sandwich Buffet	70	4.4
Frozen Yogurt Stand	69	4.2
Tea/Dessert Room or Coffee Shop	68	4.4
Cookie Stand	67	4.5
VCR Rental	65	4.4
Telephone Order Delivery Service (food)	60	4.6
Non-Alcoholic Pub	60	4.4
Barbecue Chicken & Rib House	60	4.7
VCR/Video Viewing Room	58	4.5
Music Listening Room	58	4.5

* Frequency of use was rated: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 9

Percentage of Faculty/Staff (N=57) Who Would Use New Stamp Student Union Services and Facilities, with Reported Average Frequencies of Use

New Service/Facility	Percent Indicating They Would Use New Service	Average Frequency*
Fully Staffed Post Office	76	3.8
Chinese Restaurant or Carryout	68	4.7
Open-Air Restaurant	66	4.6
Formal Restaurant	63	4.8
Mexican Restaurant or Carryout	61	4.8
Hot Sandwich Buffet	60	4.9
Tea/Dessert Room or Coffee Shop	59	4.8
Frozen Yogurt Stand	50	4.8
Travel Agency	50	5.2
Hair Cutting/Styling	48	5.1
Sushi Bar	46	5.0
Barbecue Chicken & Rib House	45	5.3
Dry Cleaners	41	5.0
Cookie Stand	40	5.2
Telephone Order Delivery Service (food)	40	5.2

* Frequency of use was rated: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 10
Student and Faculty/Staff Perceptions of the Stamp Student Union

Perception	Percent In Agreement	
	Students (N=93)	Faculty/Staff (N=57)
THE STAMP STUDENT UNION:		
Is too noisy	42	64
Is attractive	29	30
Is too dark	18	23
Has services for all my needs	23	11
Is too crowded	71	76
Is a good meeting place	70	25
Needs more open space	69	70
Is in a convenient location	86	72
Is depressing	5	21
Is a good place to spend my leisure time	19	4
Is unresponsive to student needs	9	4
Is exciting	15	8
Is difficult to navigate	17	45
Provides a safe environment for person & property	36	28

Table 11
Use of College Park Services by Students (N=93)

Service	Percent Who Have Ever Used	Average Frequency*
Textbooks (MD Book Exchange)	85	4.4
Fast food	82	3.9
Movie theatres	80	4.2
Book stores	80	4.2
Pizza/subs (eat-in)	75	4.1
Convenience stores	74	3.9
Grocery stores	70	3.8
Photocopying	69	4.2
Record and tape stores	69	4.5
Drug stores	68	4.2
Clothing shops	68	4.4
Stationary/card/paper shops	66	4.6
Pizza/subs (delivery)	65	4.3
Bars/pubs	64	4.0
Ice cream shops	64	4.6
Beer/wine stores	63	4.3
General school supplies (MD Book Exchange)	62	4.9
Bank	60	4.3
Post office	60	4.5
Home video rentals	50	4.8
Hair cutting/styling	49	5.1
U.MD imprinted clothing (MD Book Exchange)	49	5.3

* Frequency of use was rated on the following scale: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 12
Use of College Park Services by Faculty/Staff (N=57)

Service	Percent Who Have Ever Used	Average Frequency*
Book stores	86	4.0
Fast food	74	4.1
Post office	74	4.0
Drug stores	73	4.3
Beer/wine stores	67	4.5
Bank	67	3.9
Chinese restaurants	65	4.6
Convenience stores	63	4.6
Pizza/subs (eat-in)	61	4.7
Sports & athletics shops	57	5.0
Gourmet foods shops	56	5.0
Bagelries	56	5.0
Leisure books (MD Book Exchange)	55	5.0
Record and tape stores	54	4.9
Stationary/card/paper shops	54	5.0
Film developing	53	4.9
General school supplies (MD Book Exchange)	53	5.0
Reference books (MD Book Exchange)	53	5.1
Textbooks (MD Book Exchange)	52	5.1
Travel agency	52	5.1
Greeting cards (MD Book Exchange)	51	5.0
Ice cream shops	51	5.0
Dry cleaner	50	4.9
Movie theatres	50	5.0
Hair cutting/styling	49	5.0
Bars/pubs	48	5.0
Photocopying	47	5.1

* Frequency of use was rated on the following scale: 1=Almost daily, 2=Almost weekly, 3=Several times a month, 4=Few times a semester, 5=Once a year, and 6=Never.

Table 13
Most Often Selected Reasons Why Students and Faculty/Staff Might Not Use College Park Services

Reason	Percent Citing Reason
STUDENTS (N=93)	
Tend to get service needs met closer to where I live	56
Location not convenient	43
Parking problems in College Park	43
Don't drive through College Park on my way to or from school	39
Parking costs money	37
Parking is either inconvenient or unavailable	37
Too expensive	37
Campus traffic congestion makes trip downtown difficult	36
FACULTY/STAFF (N=57)	
Tend to get service needs met closer to where I live	65
Don't drive through College Park on my way to or from school	45
Parking is either inconvenient or unavailable	45
Campus traffic congestion makes trip downtown difficult	43
Parking problems in College Park	41
Inconvenient to move car from campus lot	37

Table 14

Most Often Selected Reasons Why Students and Faculty/Staff Might Not Eat at the Restaurants in College Park

Reason	Percent Citing Reason
STUDENTS (N=93)	
Too expensive	48
Inconvenient to move car from campus lot	40
Location not convenient	39
Parking is either inconvenient or unavailable	38
Campus traffic congestion makes trip downtown difficult	37
FACULTY/STAFF (N=57)	
Parking is either inconvenient or unavailable	47
Bring "brown bag" meal	39
Campus traffic congestion makes trip downtown difficult	39
Inconvenient to move car from campus lot	39
Parking costs money	35

Table 15
Student and Faculty/Staff Perceptions of College Park

Perception	Percent In Agreement	
	Students (N=93)	Faculty/Staff (N=57)
COLLEGE PARK:		
Is difficult to navigate	21	7
Has services for all my needs	30	11
Is too crowded	46	47
Is a good meeting place	28	11
Needs more open space	51	62
Has conveniently-located services	50	40
Is depressing	20	32
Is a good place to spend my leisure time	24	0
Is unresponsive to student needs	16	12
Is exciting	18	2
Is not attractive	45	64
Provides a safe environment for person and property	11	15